

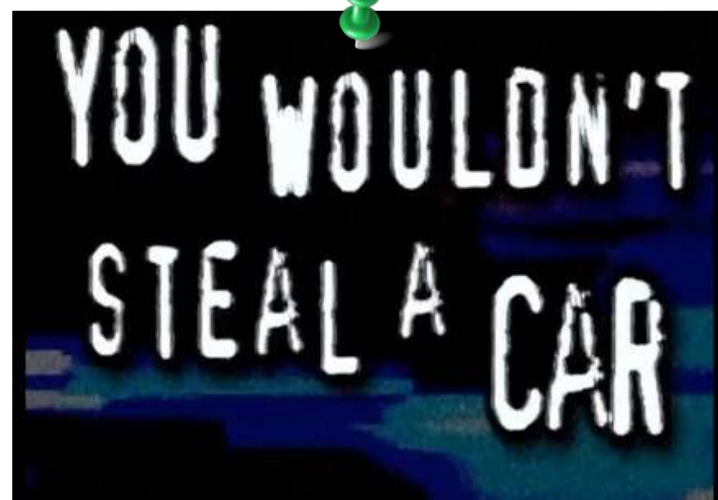
"Get Your Bearings"

There's this add from the early 2000s about the horrors of downloading movies online. It's mockingly known as the "You wouldn't download a car" ad.

Anyhow, the jittery camera angles and nasty green color grading of the ad inspired us for Get Your Bearings.

It's about a guy who's lost in a warehouse.

This ad has been described, by at least one viewer, as an anxiety attack on film.



Top images: ours

Bottom images:
inspiration



In the ad, our protagonist gets buried by a bunch of falling boxes, before exploding out of them triumphantly in the end.

Maybe not the world's most extreme stunt but we still didn't want to hurt anybody.

We used empty boxes and had most of them fall between him and the camera, with only a few falling on top of him.

